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PROBLEMS AND SOLUTIONS OF MARKETING RESEARCH IN ENTREPRENEURSHIP AND INTERNATIONAL BUSINESS

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Abstract

In the article, the importance and necessity of using marketing research in the development of entrepreneurship and international business in the world economy is revealed using empirical research methods. Based on the scientific works of foreign scientists on the subject of marketing research related to entrepreneurship and international business, the author's approaches to the scientific recommendations given as effective solutions to the existing problems in the system are presented.

Key words: entrepreneurship, international business, marketing research, research methods.

TADBIRKORLIK VA XALQARO BIZNESDA MARKETING TADQIQOTLARINING MUAMMOLARI VA YECHIMLARI

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Annotatsiya

Maqolada empirik tadqiqot usullaridan foydalangan holda jahon iqtisodiyotida tadbirkorlik va xalqaro biznesni rivojlantirishda marketing tadqiqotlaridan foydalanishning ahamiyati va zarurati ochib berilgan. Xorijiy olimlarning tadbirkorlik va xalqaro biznesga oid marketing tadqiqotlari mavzusidagi ilmiy ishlari asosida tizimdagi mavjud muammolar va ularning samarali yechimi sifatida berilgan ilmiy tavsiyalarga mualliflik yondashuvlari keltirilgan.

Проблемы и решения маркетинговых исследований в предпринимательстве и международном бизнесе

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Аннотация

В статье раскрывается важность и необходимость использования маркетинговых исследований в развитии предпринимательства и международного бизнеса в мировой экономике с использованием эмпирических методов исследования. На основе научных работ зарубежных ученых по тематике маркетинговых исследований, связанных с

<http://iqtisodiyot.tsue.uz/journal>

предпринимательством и международного бизнеса, представлены авторские подходы к научным рекомендациям, приведенным как эффективные решения существующих проблем в системе.

Intoduction

One of the important infrastructural sectors of the world economy is entrepreneurship and business activity, and its development is one of the priorities of the socio-economic policy of every country. In developed countries, 55-67 percent of GDP is accounted for by small business enterprises [24]. In Uzbekistan, this indicator was 50.5 percent in 2022 [23]. In recent years, a number of reforms have been implemented by our state for the further development of entrepreneurship [1]. However, the system has a number of problems related to marketing activity. In order to effectively solve these problems, each business entity should conduct systematic marketing research in its market.

When international business and entrepreneurship emerged as a major topic in the economic literature in the 1980s, they faced some resistance. Because the lessons of marketing research in this literature were not suitable for the activities of large enterprises [12]. Because of this, marketing research in entrepreneurship was very little known. Today, marketing research has become an important business function. B. Nwankwo et al argue that marketing research is critical to the survival of any business, regardless of industry, sector or size [10].

Most of the literature defines marketing research as "a systematic and objective process of collecting, recording, and analyzing data to assist in making business marketing decisions." The essence of marketing research is to provide information that is used in decision-making for an entrepreneur [13].

Before starting a business, an entrepreneur wants to know in advance whether there is a market for a new product or service, who are likely to be the main customers, how to position themselves in the market, and what price to set for the product or service. There will be differences between the market information required before and after the establishment of a business. Because, after the establishment of the enterprise, most of this information is collected through real experience, and at the same time as market research, it also carries out constant competitive analysis. In order to effectively solve these problems, every entrepreneur should ideally be able to apply marketing research methods that can work effectively at all stages of the product life cycle.

Literature review

Entrepreneurial marketing is the transformation of innovative ideas into economic activities in coordination with marketing process management. For the effective organization of this activity, marketing research is of great importance [2]. Although marketing research is considered one of the most important activities for the survival and development of small and medium-sized enterprises, at the same time, its effective use is the biggest problem [20]. The lack of knowledge and experience in this regard makes it difficult for small and medium-sized enterprises to use modern marketing research methods [21].

Also, due to the fact that traditional research methods are not suitable for small and medium-sized companies in the conditions of intense competition, modern marketing research is required to be systematically organized in business. It showed that in order to

operate in an environment of increasing speed and competition, entrepreneurs need to change to new innovative ideas and activities that transcend traditional marketing principles.

The main goal of international business research is to study and explain the specific complexity of international business, which arises from the large number of objects, the multitude of interactions, and the dynamics of the global economic system [8].

The most common definitions found in the literature, the main types of entrepreneurship and marketing research in business, the differences and similarities between traditional and modern research methods, the most effective research tools and analysis methods for data collection, entrepreneurship as In order to provide general information about modern marketing research that can be used in the activity, below are the analyzes of literature on this topic by foreign scientists.

L.Leonidou and others have comprehensively analyzed contemporary global marketing issues in various international business contexts [16], including intercultural consumer behavior, foreign market entry methods, international entrepreneurship, international marketing strategy, country of origin effects, internationalization process, international buyer and seller developed recommendations for the effective organization of international marketing research such as relationships, responsibility and international marketing effectiveness and corporate social relations.

D.Bergh has comprehensively analyzed the most current and highly cited research methods articles in the Journal of International Business Studies and provides unique and up-to-date information on the specifics of contemporary international business research and the latest research methods and practices in international business [7].

V. Nielsen and others analyze research methods in international business, problems and achievements related to this system, and a number of important methodological problems faced by scientists in international business research in order to emphasize the importance of using effective research methods in conducting research [9].

Research in the social sciences is based on either quantitative or qualitative analysis, depending on the research context. The use of quantitative and qualitative analyzes in the same study creates significant obstacles. In the real business world, empirical research can benefit from the use of multiple research methodologies. Therefore, a comprehensive analysis of the literature on quantitative and qualitative research methods in business research was conducted by F. Lo and others, and the advantages and disadvantages of these research methods were highlighted [15]. In this context, S. Fainschmidt and others discussed modern configurational thinking and its analytical tool, fuzzy set qualitative comparative analysis and its main rules, advantages and disadvantages of international business scientists [11].

A. Bagheri and others, 208 articles published in the field in 2000-2012 and their chronological evolution were studied through the method of systematic literature review in order to review the current and future trends of entrepreneurship in Iran [5]. The results showed that the number and quality of published articles on entrepreneurship increased continuously from 2000 to 2007, improved sharply from 2008 to 2011, and declined from 2012. Most of these articles are on fragmented (different contextual, substantive) topics, and are largely exploratory and descriptive, with little to contribute to theory building.

A comprehensive analysis of 73 articles published on the field of entrepreneurship in family business showed that such an approach [6], which includes complementary phenomena from the point of view of interaction between family and business, provides additional information about this type of organizations. It is concluded that it helps to form knowledge, open new research paths on entrepreneurship and family business.

Methodology

The development of knowledge in the field of international business studies in entrepreneurship is growing rapidly. This makes it difficult to stay up-to-date and at the forefront of research, as well as to evaluate the collective evidence in a particular area of business research [14]. Therefore, literature review is more relevant than ever as a research method. Traditional literature reviews often lack rigor and are conducted ad hoc rather than following a specific methodology. Therefore, questions can be raised about the quality and reliability of these types of reviews. This article examines the literature review as a research methodology and offers an overview of the various reviews.

Analysis and results

Most of the studies aimed at studying international business in entrepreneurship study specific complexities such as the large number of objects of international business and their interaction, as well as the fact that the global economic system has a dynamic nature. To analyze this complexity, international business researchers have developed four research objects: difference, distance, diversity, and disparity [19]. In terms of complexity, these four objects have created not only unique research opportunities for international business, but also unique research methodological challenges. Therefore, this complexity is the main reason for the unique methodological problems facing international business research.

The author's approaches to the knowledge and recommendations of foreign scientists, companies and experts on the effective organization of marketing research processes on the topic of marketing research related to entrepreneurial activity are presented. These analyzes are based on multiple forms of empirical research. It can be noted that qualitative research approaches provide the opportunity to answer questions of "how" in new contexts of entrepreneurship.

Entrepreneurship and business research questions are designed to explore and explain the inherent complexity of the global economy, which is driven by 3 factors: [3]

 multiplicity of subjects (number and diversity of participants, sectors, countries, institutions, etc.);

 multiplicity of interactions (number and variety of connections or relationships between objects);

 the characteristic of dynamism over time (the changing nature of the international business system).

B.B. Nielsen, L. Eden and A. Verbeke proposed the organization of the international business research process in accordance with the time criterion: [3]

- 1) Problem definition and research question.
- 2) Research design and data collection.
- 3) Data analysis and interpretation of results.

Step 1: Identify the problem and research question. At this stage, the researcher or research team should identify and define the problem and question that will make the project work. At least three methodological problems can be seen here: requires attention

to similarities and differences between domestic and foreign operations at multiple levels of international business analysis (enterprise, industry (system), country level). Disentangling the international (trans-border) aspects of research requires a deep understanding of the domestic and foreign environment. Thus, the large number of participants and interactions creates complexity in defining a research problem. Viewing the research problem through "4D" (difference, distance, diversity, and disparity) entities is an effective way to address a complex set of issues across multiple contextual dimensions: unity, location, and analysis over time is recommended.

Much international business research involves the application of "standard" theories to specific types of firms. However, the assumptions and application of these theories may vary across countries. IB researchers need to identify and consider contextual influences and their potential impact on the design and interpretation of study results. Issues of context are critical to determining the limits to which particular theories can be applied. For example, a study of state ownership may yield very different results if the state-owned multinationals are from China, Norway, or Brazil, given the different institutional settings of those countries. Again, a clear focus on sources of complexity helps IB researchers determine how, why, where, and when concepts and theories are equivalent (or not) in different contexts.

Promising too much but under-delivering. Although many scholars start with a "big" research question (eg, how does distance or diversity affect a particular international business strategy), in practice their empirical research is much more narrowly defined. International business researchers may overstate the generalizability of their findings, leading to exaggerated claims of "promising too much." The choice of research question should be based on the choice of data collection and methodological steps, and the way of reporting and interpreting the results.

Step 2: Research design and data collection. In the second phase, where researchers deal with research design and data collection, there is the following major methodological problem: International business researchers generally prefer to use data from secondary sources such as national and international (eg, US and UN) statistical agencies and private firms. However, particularly in developing countries, such data sources are either unavailable or of questionable quality. Furthermore, international business researchers often assume that all sampled entities within a country have the same characteristics and that differences exist only across countries.

As noted by B. Nielsen and S. Nielsen [18], this assumption may be wishful thinking, as differences within countries (especially between rural and urban areas in developing countries) may be greater than between countries. If there are not enough samples, the results will certainly be problematic. H. Aguinis and others identified specific samples and contexts as a methodological problem in 62% of published articles on exemplary international business [3]. A strong focus on understanding the types of complexity in the data collection process can help prevent bias in international business research.

Typically, studies examining the effect of an independent variable X on a dependent variable U must hold constant other variables that it may influence. However, less attention is paid to X itself. In an international context, X differences between countries can have many aspects. For example, studying the effect of institutional distance (X) on the choice of international market entry method (U) requires disaggregating institutional distance into different components, which may require a large sample size or careful selection.

Avoid mistakes when working with datasets. Large multi-country data sets based on responses to government and private surveys are attractive to international business researchers because these data sets provide the opportunity to test international business research questions in much larger country and intercultural samples [22]. However, this data set can present challenges for international business research.

First, the "breadth" (number of countries and number of structures) and their "depth" (number of years) of observed, i.e., studied countries or cultural studies in most databases can be very large (for example, The Business Environment and Enterprise Performance Survey (BEEPS) [25]). Many people may not be able to afford such large datasets or extract the data required for their research.

Second, multi-country datasets, while usually carefully constructed, may be subject to non-sampling errors. Low reliability of measurement (for example, there may be differences in the methods of assessment of indicators related to which system in countries). Differences in how different cultures understand different constructs (eg, what "gender equality" means) are also a problem.

Third, international business researchers may be unaware of (or choose to ignore) changes in the methods and sources used by national and international agencies to collect and publish their data sets. Lack of in-depth knowledge of the dataset increases the likelihood of misuse and misinterpretation of results.

In conclusion, errors such as failure to use a sampling method can undermine international business research. One solution to this kind of measurement equivalence problem is to test the data set before using it.

H.Aguinis, S.Hill and R.Bailey provide general examples of how to solve data collection and research design problems [4]: they focus on the potential features of big data, but such approaches should be used with caution, so they are used in international business research non-selective errors should be identified and not confused with them.

Step 3: Data analysis and interpretation of results. International business researchers face particular challenges when analyzing data and interpreting results. It would be appropriate to briefly discuss three research methodology issues that can be added to the general issue of establishing causality (across contexts, levels, and time) raised by these scholars [4].

Elimination of anomalies and inconsistencies. Due to the complexity of international business research, there may be more outliers and other anomalies and inconsistencies in multiple countries than in a single country study (eg, rare events, some individual indicators may be more common in international settings). This requires research methods designed to address these anomalies. For example, differences and inconsistencies in the datasets of countries with a large number of provinces and states, such as China or the United States, and small countries such as Turkmenistan or Kyrgyzstan. This is done by scaling the data based on Gaussian averages, which can lead to false conclusions (such as the average scale and the internationalization circle) [4].

Furthermore, because datasets cover many countries and contexts, they often rely on combining data sources from different facilities and countries. This increases the potential for errors due to anomalies and inconsistencies in data collection methods, cleaning and processing, including translation and equivalence issues. International business researchers should take appropriate steps to correct such misconceptions. For example,

using the experience of high-quality data sets such as World Bank, OECD during data collection, analysis and reporting.

Choosing the level of theory, data and analysis. International business research objects, as mentioned above, can be not only between many countries and multi-context, but also multi-level (with different indicators). For example: information about enterprises at different levels according to their structure, such as holding companies, joint-stock companies, parent companies, subsidiaries, regional branches, are interconnected in several national and institutional contexts, and these different levels enterprises may need to analyze industry (system, sector), country or intercontinental analysis, as well as study the interrelationships at each of these levels.

It is not easy to determine the "right" level of theory, data, and analysis needed to address a particular research question [17]. An extension of this research problem arises from ecological fallacies, in which a construct developed for use at one level of analysis (e.g., the country level) is used at another level (e.g., the firm level) without considering the potential consequences. In this respect, theory, data, and analysis that generate layers of interdependence and interrelationships based on research objects aimed at easy and effective analysis of the complexity of international business research in Figure 3.3.1 above. It is possible to have the opportunity to go to research on a large scale, which is typical of the degrees.

Avoid reflecting personal worldviews and opinions when interpreting research results and preparing reports. It is known that every researcher studies and concludes the object of research and its problems based on his own worldview and knowledge. In this regard, by attracting different groups of scientists from the regions (province, country, continent) to the research process and organizing effective cooperation with them based on the research objects aimed at easy and effective analysis of the complexity of international business research, the researcher is able to reduce the influence of his personal views.

Discussion and conclusion

In conclusion, it can be said that the complexity of the research process strikes fear into the hearts of most researchers. Because the more complex the problem is to the research process, the more difficult the research tasks ahead will be. Most foreign scholars argue that research on international business must be complex. They are studies describing the global economy and data sets related to them should have different indicators and a dynamic (changing) nature.

Examining and implementing the complexity of the research question through one or more of the 4 D's (difference, distance, diversity and disparity) is critical to making the research findings useful, engaging and interesting.

Using these criteria helps international business researchers understand how to influence the often non-linear and interrelated as well as multi-parametric variables. As a result, relying on secondary data sources, traditional survey methods, and analysis methods such as OLS regression means that it may be insufficient or inaccurate to understand the complexity of international business research. Conversely, embracing complexity naturally leads to more experimental research designs, as well as mixed methods or multilevel analyses. International business research projects that clearly recognize complexity can better answer the "big" questions we face now and in the future.

Looking at a phenomenon or issue from multiple angles is the least methodologically possible to effectively address the biases, errors, and limitations introduced by any single approach.

Most of the international business issues listed above can be directly addressed by incorporating various types of triangulation strategies into the research project [26]. For example, theoretical triangulation leads to new research questions by juxtaposing different theoretical perspectives. Likewise, data source and data collection triangulation can be seen as "an opportunity to go deeper rather than a limitation" [3]. Analytical triangulation enhances validity and reliability of results by comparing and contrasting results using multiple analytical methods. Also, through this method, researchers will be able to avoid injecting their personal opinions and worldviews into the processes of data collection, analysis, and conclusions.

International business researchers must spend considerable time and effort understanding their research question and unit of analysis, mapping and graphing hypothesized relationships between their variables, and taking into account previously studied theories and experiences.

A complete understanding of the research problem, in turn, helps to solve the problem of research investment and to choose the most suitable research methods and techniques for the research. The methodological approaches recommended by us may not replace the diligence and competences required by international business researchers to make their own scientific judgments. In this respect, the recommendations presented above help international business researchers better understand the different research methods available and which ones work well and where they do not.

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